



The Reality of Providing Mixed-Use Development,
Transit and Affordable Housing:

BEAUREGARD – A CASE STUDY

American Planning Association
National Capital Area Chapter Conference
June 1, 2013



SESSION OUTLINE

- ALEXANDRIA – BACKGROUND & CONTEXT
- REGIONAL IMPACTS
- BEAUREGARD
 - OVERVIEW
 - CHALLENGES + OPPORTUNITIES
 - PLANNING, DESIGN + TRANSPORTATION
 - COMMUNITY OUTREACH
 - FUNDING + VALUE CAPTURE



CONTEXT

PLANNING

COMMUNITY

IMPLEMENTATION

CONTEXT

ALEXANDRIA



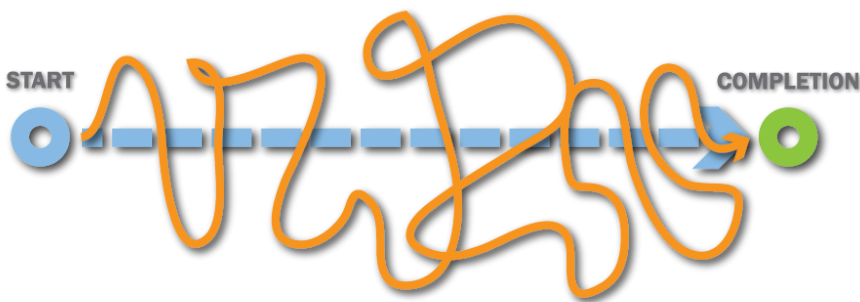
CONTEXT

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CITY-MAKING: PLANNING PROCESS



- Calvino
- Labyrinth
- Randomness
- Relationships
- Creative process



CONTEXT

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GARDEN APARTMENTS – TYPOLOGY



- 1930s-60s
- Radburn, Greenbelt
- Garden City planning
- New towns
- Experiment in physical—social planning
- Superblocks
- Interior walkways



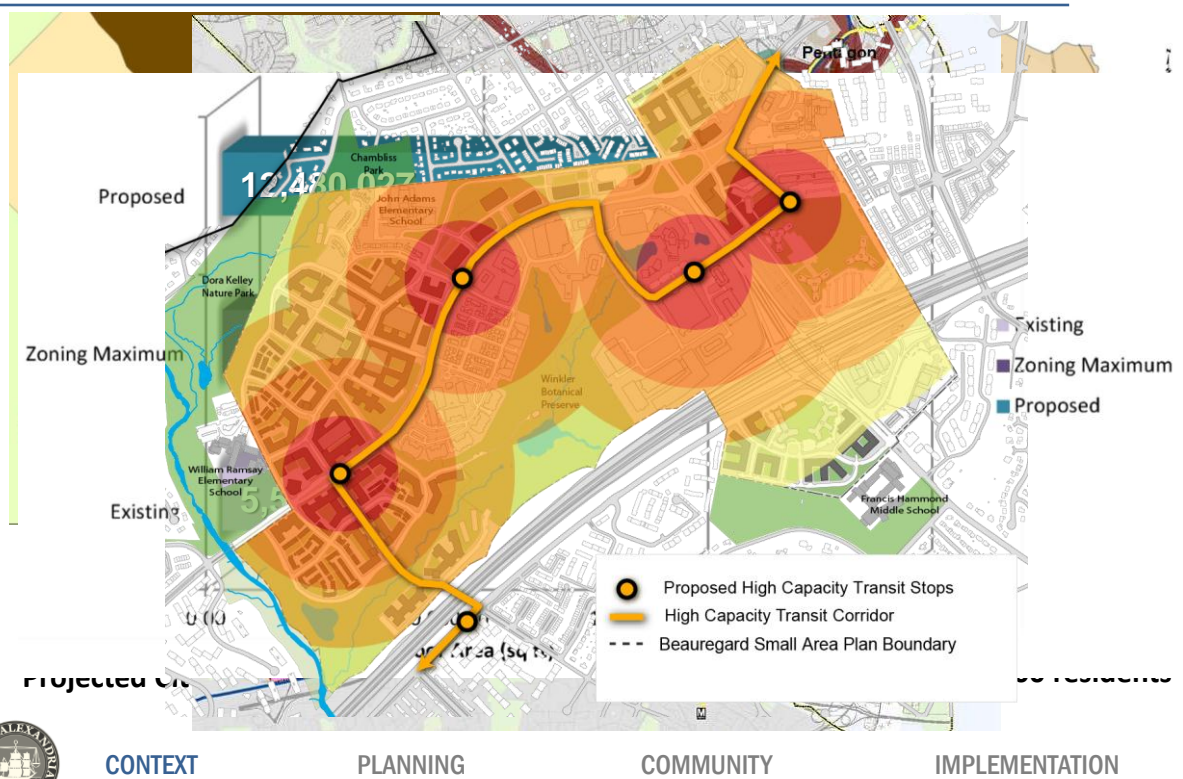
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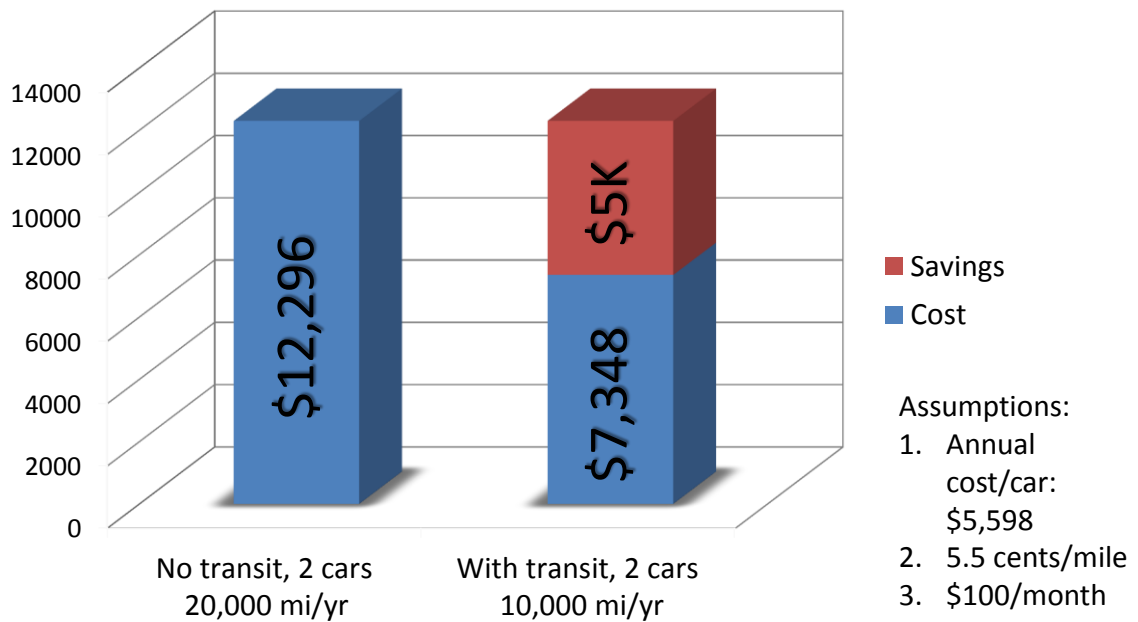
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WHY REDEVELOP?



COSTS OF TRANSPORTATION



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HOUSING AND TRANSPORTATION

- Expanding definition of affordability
- Transparency of transportation costs
- “Traditionally” home deemed affordable if $\leq 30\%$ household income
- Transportation – second largest expense
- Housing + transportation costs $\pm 45\%$ household income
- Land uses and density are key determinant of transportation costs



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BEAUREGARD

PLANNING – URBAN DESIGN



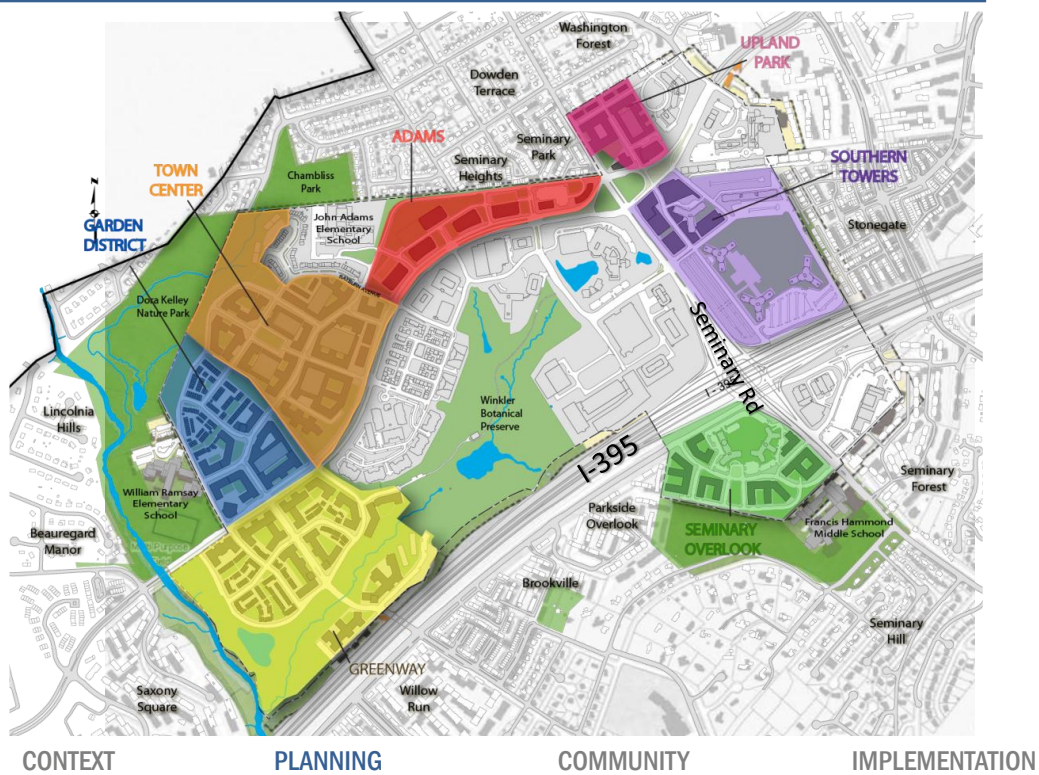
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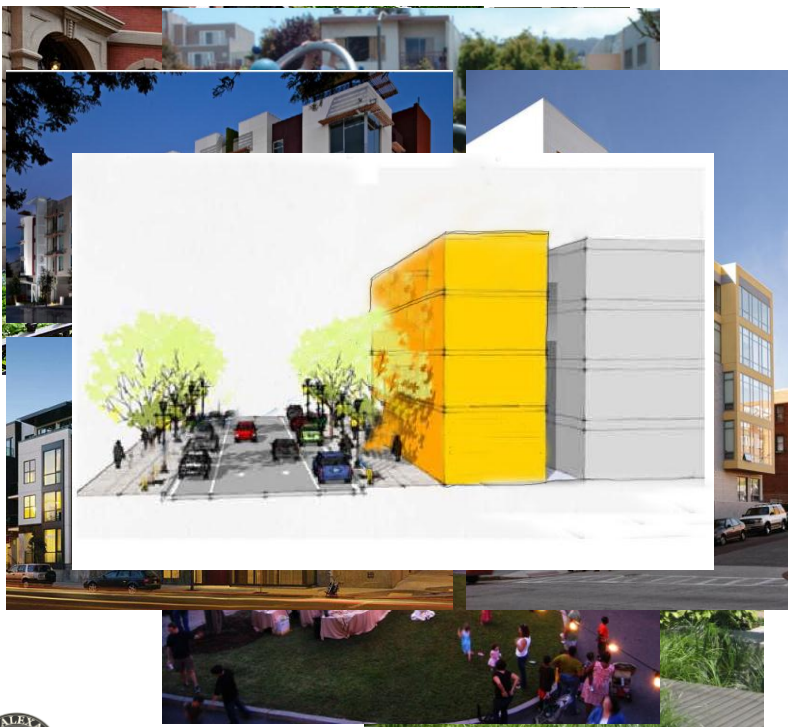
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BEAUREGARD: EXISTING VS PROPOSED



CONTEMPORARY GARDEN DISTRICT



- Block perimeter
- Framework streets
- Garden streets, paseos
- Parking
- Courtyards, setbacks
- Public open spaces—parks
- Contemporary architecture



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OPPORTUNITIES

- Market pressures
- Consolidated ownership
- Funding for public amenities
- Dedicated affordable housing
- Improving transit, connectivity
- Reduction in land use isolation
- Open space acquisition
- Community process – outreach



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BEAUREGARD DEVELOPER CONTRIBUTIONS

Public Benefit	Amount
Fire Station	\$9.6 million
Ellipse	\$28.2 million
Transitway	\$23.5 million
Parks, Trees, Other	\$13.3 million
Affordable Housing	\$51.7 million
Donated Land	\$18.0 million
Donated Housing Units	\$14.3 million
TOTAL	\$158.6 million



CONTEXT

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NEXT STEPS

- Funding – Developer Contributions
- Design Guidelines
- Design Advisory Committee
- Future approvals from Planning Commission and City Council



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BEAUREGARD

COMMUNITY OUTREACH



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COMMUNITY ENGAGEMENT

- Advisory Group makeup:
 - Various commissions and boards representatives
 - Developer representatives
 - Professional representatives
 - At-large members
- Established objectives/goals
- Public meetings
- Advisory groups are one of **many options**



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WHAT MADE THE GROUP WORK?

- Clear mission and goals
- Establish credibility
- Group dynamics
- Meeting dynamics
- Digest information, give homework
- Responsiveness to feedback



CONTEXT

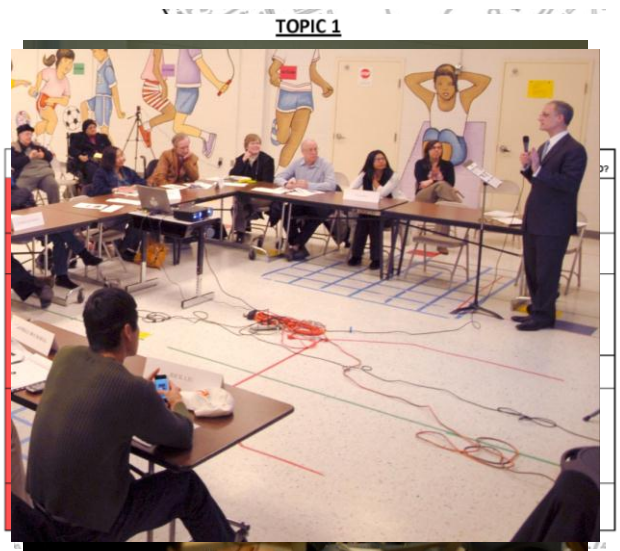
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THINGS TO THINK ABOUT

- Consider first task implications
- Committing resources – prep work
- Know your community
- Predicting tough issues
- Making promises
- Microphones control the room
- Weeknight vs. Saturday meetings



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PRINCIPLES OF CIVIC ENGAGEMENT



A City initiative to establish the principles and framework for promoting and improving civic engagement in Alexandria's future

OPEN SPACE ACQUISITION

- Easy participation
- Early involvement
- Inclusivity and equity
- Meaningful engagement
- Transparency



BEAUREGARD

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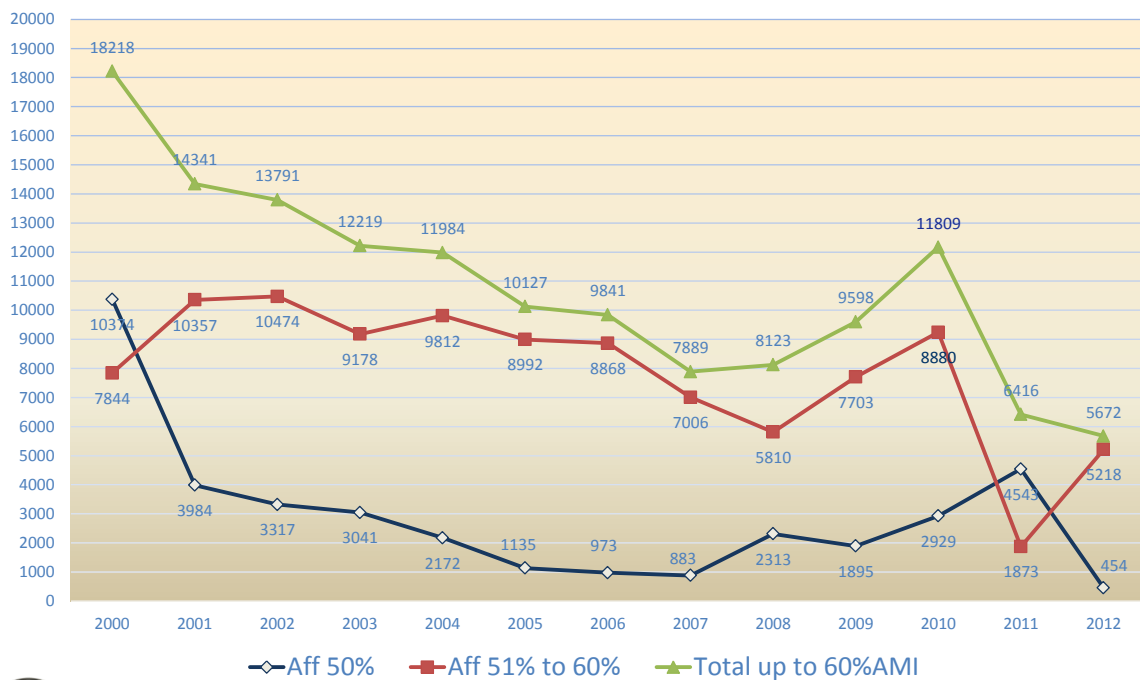
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MARKET AFFORDABLE UNITS 2000-2012



CONTEXT

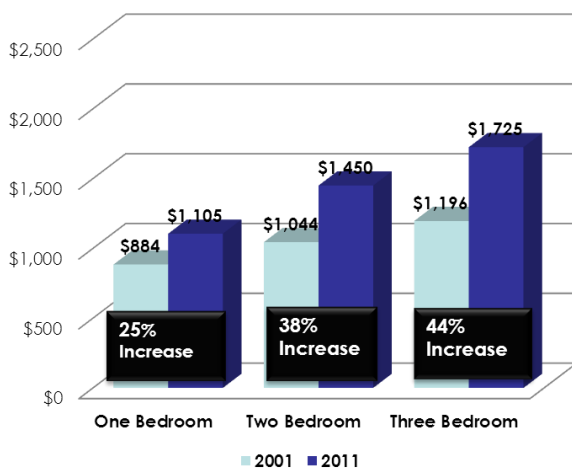
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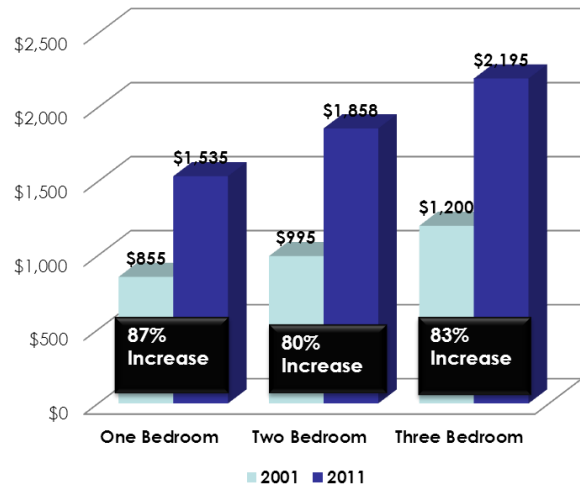
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RENT INCREASES AND RENOVATION

**Seminary Hill Increase
2001 vs 2011**



**Seminary Forest/Encore
Rent Increase 2001 vs 2011**



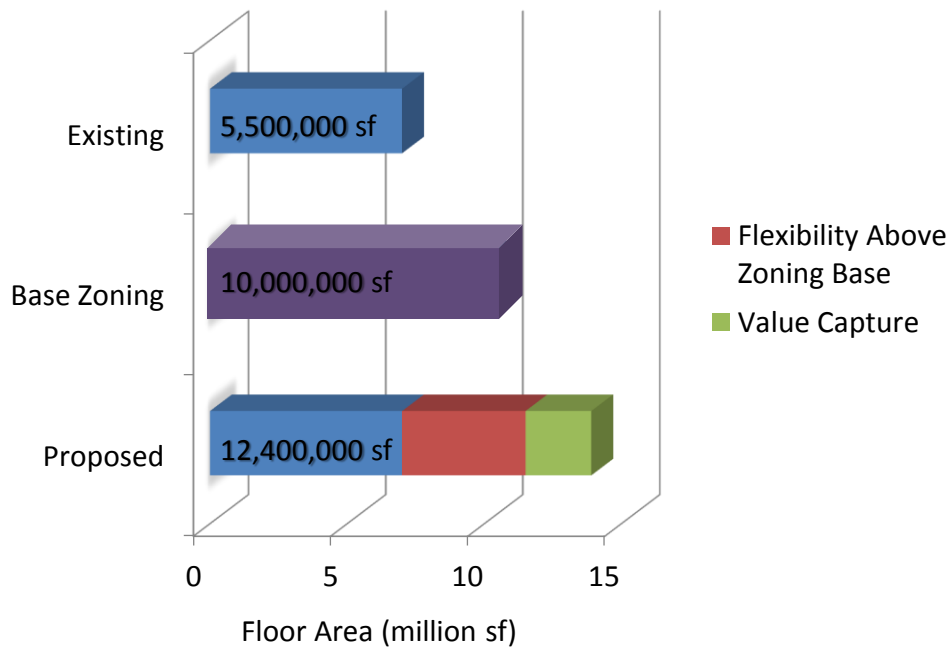
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VALUE CAPTURE – ZONING



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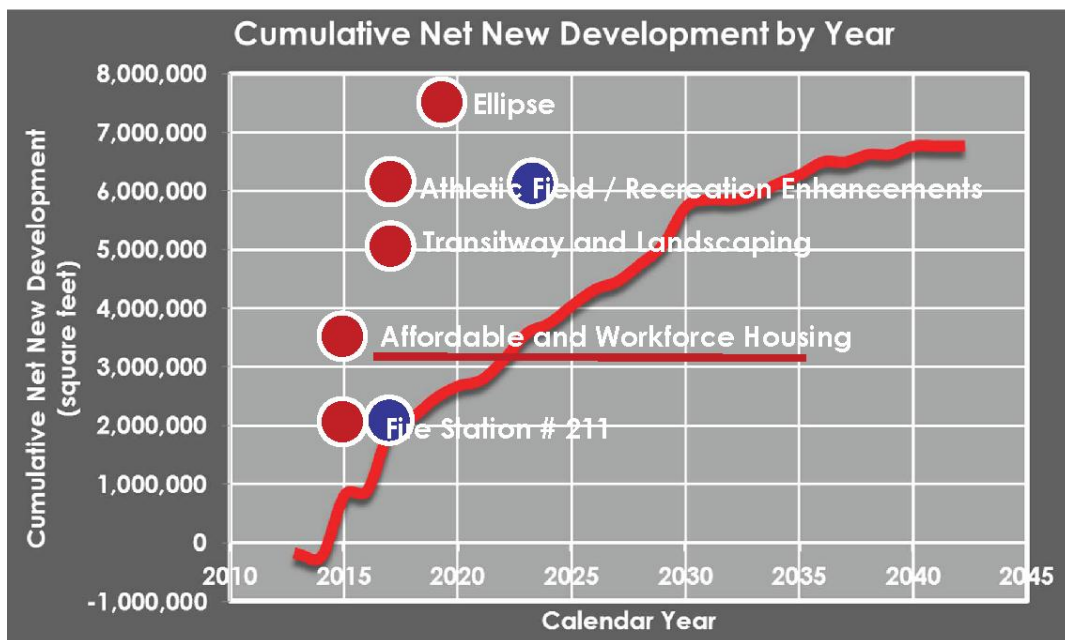
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30-YEAR IMPLEMENTATION PROJECTION



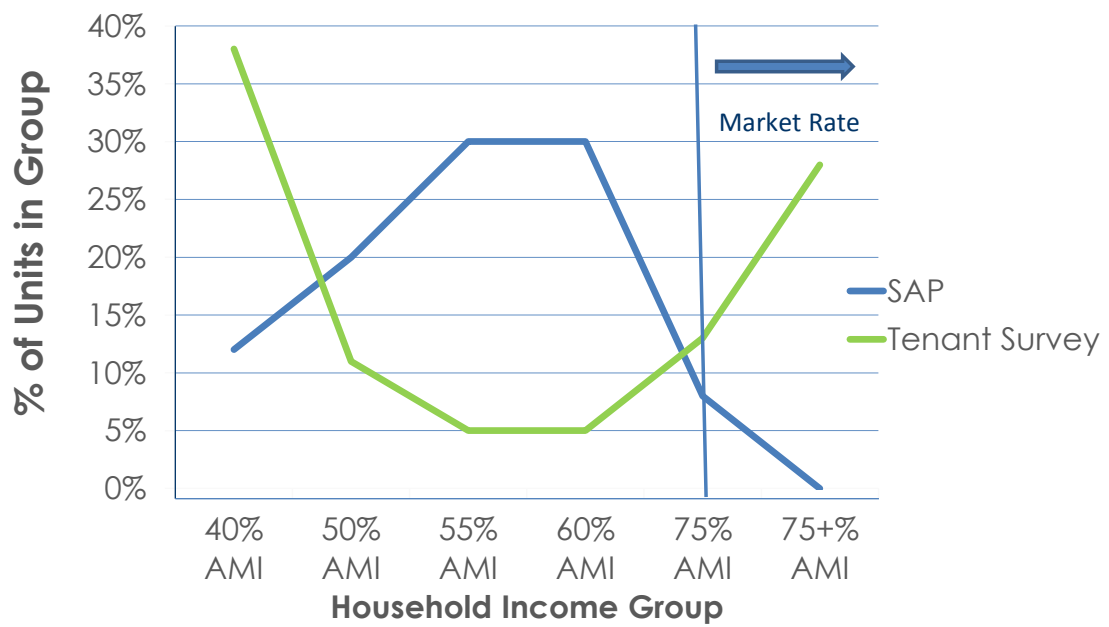
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PREDICTION VS SURVEY RESULTS



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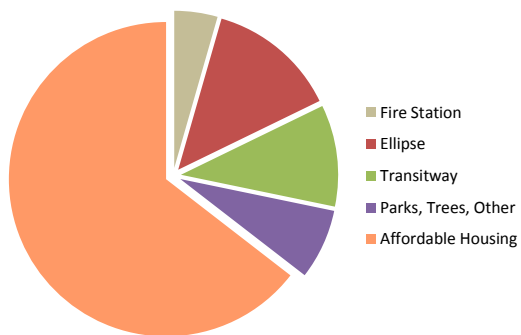
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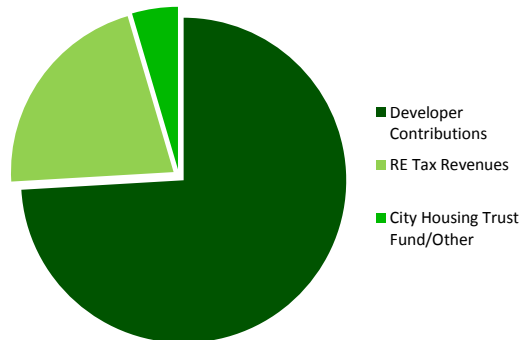
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BEAUREGARD PUBLIC BENEFIT FUNDING

Uses



Sources



\$263 million



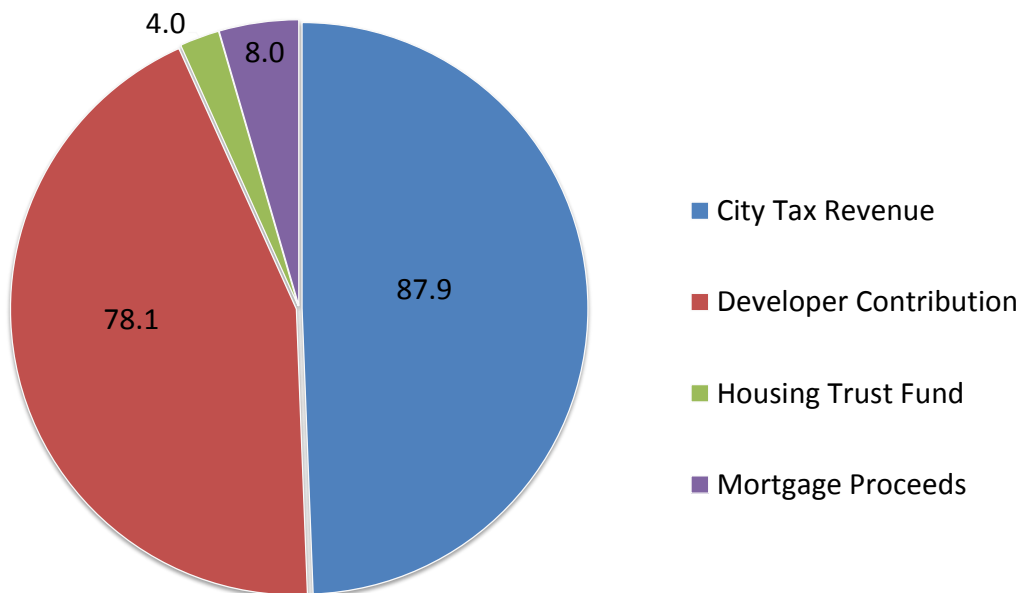
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800-UNIT FUNDING PLAN



Funding in Millions: Total funding sources = \$167 million*

* reflects CPI-adjusted sources through 2042, but excludes the 100 donated units



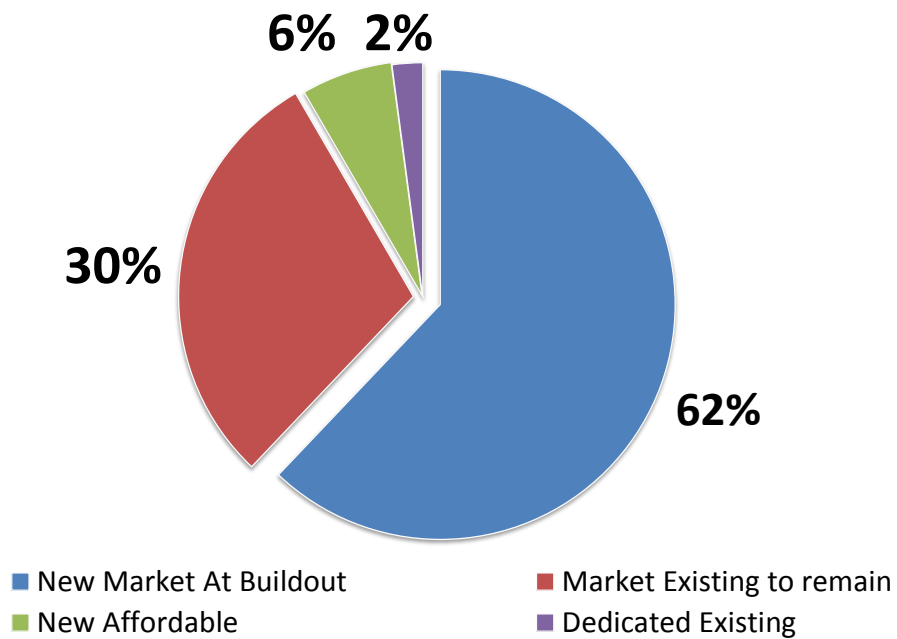
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UNIT TYPE BREAKDOWN AT BUILDOUT



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